

file JISP

1982 QUARTERLY SCHEDULING PLAN (Q1)

PROJECT:

JI-04

DATE:

12/3 '81

PROJECT LEADER:

CORPORATE/WEEK ENDING

JAN

FEB

MARCH

ACTIVITY PROJECT	NAME	MAN DAYS	EFFI- CIENCY	ESMD	CORP. WEEK END	1 1/8	2 1/15	3 1/22	4 1/29	5 2/5	6 2/12	7 (4) 2/19	8 2/26	9 3/5	10 3/12	11 3/19	12 3/26	13 4/2
70: PROJECT AUTHORIZATION/ SPECIFICATION																		
70: KICK-OFF MEETING																		
70: CLIENT CONTROL																		
71: Q DESIGN																		
71: Q APPROVAL/ REVIEW MEETING																		
72: RESEARCH	SR-	2.0	100%	2.0														
73A: INTERVIEWS ON SITE () NO.																		
74A: INTERVIEWS PHONE () NO.																		
70: MIDWAY REVIEW MEETING																		

INPUT



1982 QUARTERLY SCHEDULING PLAN (Q1)

PROJECT:

JI - 04

CORPORATE/WEEK ENDING

DATE: _____

PROJECT LEADER:

JAN

FEB

MARCH

[illegible]



1982 QUARTERLY SCHEDULING PLAN (Q1)

PROJECT: JI-05DATE: 12/3/81

PROJECT LEADER: _____

CORPORATE/WEEK ENDING

JAN

FEB

MARCH

ACTIVITY PROJECT	NAME	MAN DAYS	EFFI- CIENCY	ESMD	CORP. WEEK END	1 1/8	2 1/15	3 1/22	4 1/29	5 2/5	6 2/12	7 (4) 2/19	8 2/26	9 3/5	10 3/12	11 3/19	12 3/26	13 4/2
70: PROJECT AUTHORIZATION/ SPECIFICATION																		
70: KICK-OFF MEETING																		
70: CLIENT CONTROL																		
71: Q DESIGN																		
71: Q APPROVAL/ REVIEW MEETING																		
72: RESEARCH	SR.	2.0	100%	2.0														
73A: INTERVIEWS ON SITE () NO.																		
74A: INTERVIEWS PHONE (.) NO.																		
70: MIDWAY REVIEW MEETING																		

INPUT



1982 QUARTERLY SCHEDULING PLAN (Q1)

PROJECT: T-7-25

CORPORATE/WEEK ENDING

DATE: _____

PROJECT LEADER: _____

JAN

FEB

MARCH

[illegible]

PERSONNEL & M.D.

INPUT



1982 QUARTERLY SCHEDULING PLAN (Q1)

PROJECT: JI-06

DATE: 12/3/81

PROJECT LEADER: _____

CORPORATE/WEEK ENDING

JAN

FEB

MARCH

ACTIVITY PROJECT	NAME	MAN DAYS	EFFI- CIENCY	ESMD	CORP WEEK END	1 1/8	2 1/15	3 1/22	4 1/29	5 2/5	6 2/12	7 (4) 2/19	8 2/26	9 3/5	10 3/12	11 3/19	12 3/26	13 4/2
70: PROJECT AUTHORIZATION/ SPECIFICATION																		
70: KICK-OFF MEETING																		
70: CLIENT CONTROL																		
71: Q DESIGN																		
71: Q APPROVAL/ REVIEW MEETING																		
72: RESEARCH	SR	.5	100%	.5														
73A: INTERVIEWS ON SITE () NO.																		
74A: INTERVIEWS PHONE () NO.																		
70: MIDWAY REVIEW MEETING																		

INPUT



1982 QUARTERLY SCHEDULING PLAN (Q1)

PROJECT: JI-06

DATE: _____

PROJECT LEADER: _____

CORPORATE/WEEK ENDING

PROJECT: _____

PROJECT LEADER: _____

ACTIVITY PROJECT	NAME	MAN DAYS	EFFI- CIENCY	ESMD	CORP. WEEK END	JAN				FEB				MARCH				
						1 1/8	2 1/15	3 1/22	4 1/29	5 2/5	6 2/12	7 (4) 2/19	8 2/26	9 3/5	10 3/12	11 3/19	12 3/26	13 4/2
73B: INTERVIEWS ON SITE () NO.																		
74B: INTERVIEWS PHONE () NO.																		
75: DATATAB AND ANALYSIS																		
76A: WRITING																		
76B: ABSTRACT																		
77: QC	SR.	.5	.06%	.5														
REPORT PROD. AND SHIPPING																		
78: PRESENTATION																		
70: "THANK YOU" MAILED														.5	.5			
PLAN				1.0														
ACTUAL																		
CUM P/A																		

PERSONNEL & M.D.

INPUT



June 11, 1982

MEMO

TO: Randi
FROM: Pete
SUBJECT: J-ISP
CC: George Heidenrich

Please initiate at once, sending three copies of each report we have produced going back to January 1981 to Bill Totten. Also send three copies of each Executive Summary. Please implement this ASAP. Don't wait for all the reports to be available, simply send the one's you have.

6-17-82

Randi,

^{Bill Totten}
Sent: 1 (3 copies each)

YJ11, YJ12, YJ13, J105,
J106, J108, J110

J104, J107, J109, J111, J113
have not been produced.

J112 in the works now.

all totaled 13 reports - deliverables

Esther

Esther
Make sure
this happens
next week.
(I have a computer
set in my office I
think.)

duplicate -
don't
take mine!
(☺)

Thanks.



file: JISP

RECEIVED 1/15/82
JAN 13 1982
NEW JERSEY

TO: GEORGE TOM (SANDLEBROOK)

FM: HUGH

CC: RANDI

RE: PC ON JI-06
(CHARGE CODE JI-06)

ATTACHED IS MARKED UP COPY OF "NEW
STORAGE SYSTEMS AND THEIR IMPLICATIONS".
THIS IS SCHEDULED FOR MARCH RELEASE
AS 6th J-ISP REPORT & WE WANT TO GET IT
INTO WORKS ASAP.

THIS IS AN OUTSTANDING REPORT. BY THE WAY,
AND OF COURSE IS ONLY 6 MOS. OLD —
SO MINIMAL UPDATING IS PROBABLY NECESSARY,
SUCH UPDATING TO REQUIRE NO NEW
RESEARCH — RATHER P+D OFF THE TOP OF
YOUR HEADS. I'VE MARKED A FEW
PLACES FOR REVIEW.

RANDI HAS AN IDENTICAL MARKED-UP
COPY, THUS CORRECTIONS (IF LIMITED)
CAN BE GIVEN TO HER OVER TEL,
OR YOU CAN RETURN THE ATTACHED COPY
(EITHER WAY).

RANDI WILL BE COORDINATING THIS ALTHO
I'M AVAILABLE IF PROBLEMS OR QUESTIONS
ARISE — WHICH PROBABLY WON'T HAPPEN.
THANKS A LOT. HUG

NEW JERSEY
JAN 1 1983
1-2-1983

STATE OF NEW JERSEY

IN SENATE
JANUARY 1, 1983

REPORT OF THE
COMMISSIONER OF
THE DEPARTMENT OF
TREASURY AND
BANKING

FOR THE YEAR
ENDING DECEMBER
31, 1982

ASSENTED TO AND
FORWARDED TO THE
GOVERNOR

Randi:

Re English version of Totten promotion:

Page 5-6: Note what subscribers are promised

Page 6: Paragraph on "Hot-line" (although it's not called that) → probably eventually this needs to be modified → e.g., "Inquiries which require significant research effort (Telephone interviewing, etc.) will involve nominal charge".

Page 7: Note yen prices:

Approp. \$ equivalents are:

¥ 950,000 (\$4500) ¥ 1,520,000 (\$7,000)

¥ 750,000 (\$3500) ¥ 1,200,000 (\$5500)

¥ 600,000 (\$2750) ¥ 960,000 (\$4500)

¥ 315,000 (\$1500)

(cont.) → Keogh

Don't know whether Tatten plans to
(keep the lower price (for KK ASHISUO
clients) after Jan. 1st. Perhaps you
should check this out (& ask for
his comment) before printing any
English promotion or presentations.
If he wants to keep the lower
price for awhile, our own presentation
could finance this by offering the
same lower price to INPUT clients
(firms already clients for another product
or service). (KK ASHISUO probably
shouldn't be specified on INPUT's own
presentations — nothing to be gained &
also I think Bill will prefer to make
the offer to his own clients directly.)

I suspect this program can be slightly
modified to ^{strongly} appeal to U.S. subsides
of Japanese firms. If you ever decide
to go after this mkt. (with some
program) let me know & I'll have
some ideas.

Hugh

September 21, 1981

Dear :

You can have your own U.S. consultant who gives you key information, forecasts, and evaluation of the latest developments in Information Systems and Software.

The attached proposal is for a six-month consulting program which will offer you:

- o Monthly reports on topics of high interest (see attached list). Executive summaries in the Japanese language will be included with each report.
- o Presentations in Japan regarding latest Information Systems and Software developments.
- o Ability to ask your questions to INPUT on most recent U.S. developments.

This INPUT consulting program can be renewed every six months. We are offering you a special introductory six-month subscription for this new program now.

There is extra space on the enclosed order form for you to let me know what subjects are important to you. Your opinion on report subjects will be important to us.

I look forward to hearing from you and seeing you soon. Thank you.

Your sincerely,

Peter A. Cunningham
President

PAC:jd

Enclosure: Proposal for Consulting Program in Information Systems and Software.

LETTER

5-TSP

September 11 1981

Dear Mr. :

You can have your own U.S. consultant who gives you key information, forecasts, and evaluation on the latest developments in Information Systems and Software.

The attached proposal is for a six-month consulting ~~service~~ *program* which will offer you :

- o Monthly reports on topics of high interest (see attached list). Executive summaries in the Japanese language will be included with each report.
- o Presentations in Japan regarding latest Information Systems and Software developments.
- o Ability to ask your questions to INPUT on most recent U.S. developments.

This INPUT consulting ~~service~~ *program* can be renewed every six months. We are offering you a special introductory six-month subscription for this new program now.

There is extra space on the enclosed order-form for you to let me know what subjects are important to you. Your opinion on report subjects will be important to us.

I look forward to hearing from you and seeing you soon. -Thank you.

Yours sincerely,

Peter A. Cunningham
President

PAC:sms

Enclosure: Proposal for Consulting ~~Service~~ *Program* in Information Systems *and Software*

鐵

鐵

鐵

鐵

CONSULTING PROGRAM IN INFORMATION SYSTEMS AND SOFTWARE

- This subscription program will operate on a six-month basis. The first program period will be from October 1, 1981, to March 31, 1982.

PRESENTATION

- Attendance at a general presentation in Tokyo, on Information Systems and Software developments, delivered by Peter A. Cunningham, INPUT President, or other INPUT senior consultant.
- The first presentation in Japan for this subscription period is planned for October 1981. An additional presentation probably will be scheduled in March 1981.

REPORTS

- Monthly reports on issues of importance in Information Systems and Software, or on specific vendor action, especially IBM. An Executive Summary in the Japanese language will be included with each report.
- Reports now scheduled are:
 - Oct. 1981: "Future of IBM Data Base/Data Communications Software"
 - Nov. 1981: "Applications Software for Personal Computers: Latest Developments"
 - Dec. 1981: "Managing Office-of-the-Future Developments"
 - Jan. 1982: "New Software Languages: A Perspective"
 - Feb. 1982: "Graphics and CAD Software for Microcomputers"
 - March 1982: "Optical Storage Systems and their Application"
- Reports tentatively scheduled for second subscription period from April 1, 1982 to September 30, 1982 are:
 - April 1982: "Software Maintenance Trends"
 - May 1982: "User-Controlled Software and Systems"
 - June 1982: "Disaster Recovery Systems"
 - July 1982: "Office Communication Networks"
 - Aug. 1982: "New Software Productivity Tools and Aids"
 - Sept. 1982: "Performance Measurement/Capacity Planning"
 - Sept. 1982: BONUS REPORT "Annual Technology Update"



COMPARISON

- Comparison of your company's EDP plans and expenditures with similar U.S. companies (requires completion of a survey form).

INQUIRY SERVICES

- Telex or telephone access to INPUT for assistance in making U.S. contacts in advance of your trips to the United States.

U.S. CONFERENCE ATTENDANCE

- Right to attend INPUT's U.S. conferences without charge.

- - - - -

There is a discount for clients who subscribe before October 31, 1981:

- ¥750,000 (if order received before Oct. 31, 1981 and payment received before Nov. 30, 1981)
- ¥950,000 (if order received after Oct. 31, 1981)
- ¥1,450,000 (fee for one-year subscription, October 1, 1981 through September 30, 1982 — comprising minimum of 12 reports)

(Note: All fees payable in Yen.)

- Please return order form to:

INPUT
2471 East Bayshore Road
Suite 600
Palo Alto, CA 94303
U.S.A.
(415) 493-1600
(Telex: 171407 INPUT PLA)

INPUT Japan
7-7-26 Nishi-Shinjuku
Suite 1106
Tokyo, Japan 160
03-371-3082



**CONSULTING PROGRAM IN INFORMATION
SYSTEMS AND SOFTWARE**

TO: INPUT
2471 East Bayshore Road, Suite 600
Palo Alto, CA 94303

INPUT Japan
7-7-26 Nishi-Shinjuku
Suite 1106
Tokyo 160

Dear Mr. Cunningham:

Please enroll our company in the Consulting Program in Information Systems and Software. I have read and agree to the scope and conditions of the proposal. Please send reports and letters to:

Name

Title

Address

Telephone Number

Telex Number

☐ Please bill us for six month period, October 1, 1981 to March 31, 1982.

☐ Please bill us for 12 month period, October 1, 1981 to September 30, 1982.

CONFIDENTIALITY AGREEMENT

The client agrees to hold as confidential all information provided by INPUT through this study. The information provided shall be used only by the employees of and within the current corporate structure of the client and will not be disclosed to any other organization or person including parent, subsidiary or affiliated organizations without written consent of INPUT.

The client agrees to control access to the information provided to prevent unauthorized disclosure in violation of this agreement.

INPUT exercises its best efforts in preparation of the information provided under this agreement and believes the information contained therein to be accurate. However, INPUT shall have no liability for any loss or expense which may result from incompleteness or inaccuracy of the information provided.

Name

Title

Section

Company

Particular report subjects we would like are:



PRODUCTION
QC SIGN-OFF SHEET (EXCEPT CAMP)

PROJECT CODE: S-ISP DATE: 9-21-81

AUTHOR: Peter C. Repetitive Letter

FIRST DRAFT APPROVAL

INITIAL & DATE

(Proofreader)

(Author)

(Program/Project Manager)

(QC Officer)

SECOND DRAFT APPROVAL (if necessary)

(Proofreader)

(Author)

FINAL COPY

(Author)

(Proofreader)

(Project Manager)

☐ READY FOR PRINTER

INPUT



PRODUCTION
QC SIGN-OFF SHEET (EXCEPT CAMP)

PROJECT CODE:

J-ISP

DATE:

9-21-81

AUTHOR:

Proposal for Japan Consulting Program in Info. Sys. & Software

FIRST DRAFT APPROVAL

INITIAL & DATE

(Proofreader)

SW 9/26/81 SV9/25

(Author)

(Program/Project Manager)

(QC Officer)

SECOND DRAFT APPROVAL (if necessary)

(Proofreader)

(Author)

FINAL COPY

(Author)

(Proofreader)

(Project Manager)

☐ READY FOR PRINTER

INPUT



enter file 5/15/81

B. 12/15/81

*SAMPLE
DISP PROPOSAL
SENT W/LETTER
TODAY 9/25/81
Rand.*

CONSULTING PROGRAM IN INFORMATION
SYSTEMS AND SOFTWARE

- This subscription program will operate on a six-month basis. The first program period will be from October 1, 1981, to March 31, 1982.

PRESENTATION

- Attendance at a general presentation in Tokyo, on Information Systems and Software developments, delivered by Peter A. Cunningham, INPUT President, or other INPUT senior consultant.
- The first presentation in Japan for this subscription period is planned for October 1981. An additional presentation probably will be scheduled in March 1981.

REPORTS

- Monthly reports on issues of importance in Information Systems and Software, or on specific vendor action, especially IBM. An Executive Summary in the Japanese language will be included with each report.
- Reports now scheduled are:
 - Oct. 1981: "Future of IBM Data Base/Data Communications Software"
 - Nov. 1981: "Applications Software for Personal Computers: Latest Developments"
 - Dec. 1981: "Managing Office-of-the-Future Developments"
 - Jan. 1982: "New Software Languages: A Perspective"
 - Feb. 1982: "Graphics and CAD Software for Microcomputers"
 - March 1982: "Optical Storage Systems and their Application"
- Reports tentatively scheduled for second subscription period from April 1, 1982 to September 30, 1982 are:
 - April 1982: "Software Maintenance Trends"
 - May 1982: "User-Controlled Software and Systems"
 - June 1982: "Disaster Recovery Systems"
 - July 1982: "Office Communication Networks"
 - Aug. 1982: "New Software Productivity Tools and Aids"
 - Sept. 1982: "Performance Measurement/Capacity Planning"
 - Sept. 1982: BONUS REPORT "Annual Technology Update"



COMPARISON

- Comparison of your company's EDP plans and expenditures with similar U.S. companies (requires completion of a survey form).

INQUIRY SERVICES

- Telex or telephone access to INPUT for assistance in making U.S. contacts in advance of your trips to the United States.

U.S. CONFERENCE ATTENDANCE

- Right to attend INPUT's U.S. conferences without charge.

- - - - -

There is a discount for clients who subscribe before October 31, 1981:

- ¥750,000 (if order received before Oct. 31, 1981 and payment received before Nov. 30, 1981)
- ¥950,000 (if order received after Oct. 31, 1981)
- ¥1,450,000 (fee for one-year subscription, October 1, 1981 through September 30, 1982 — comprising minimum of 12 reports)

(Note: All fees payable in Yen.)

- Please return order form to:

INPUT
2471 East Bayshore Road
Suite 600
Palo Alto, CA 94303
U.S.A.
(415) 493-1600
(Telex: 171407 INPUT PLA)

INPUT Japan
7-7-26 Nishi-Shinjuku
Suite 1106
Tokyo, Japan 160
03-371-3082



CONSULTING PROGRAM IN INFORMATION
SYSTEMS AND SOFTWARE

TO: INPUT
2471 East Bayshore Road, Suite 600
Palo Alto, CA 94303

INPUT Japan
7-7-26 Nishi-Shinjuku
Suite 1106
Tokyo 160

Dear Mr. Cunningham:

Please enroll our company in the Consulting Program in Information Systems and Software. I have read and agree to the scope and conditions of the proposal. Please send reports and letters to:

Name _____ Title _____

Address _____

Telephone Number _____ Telex Number _____

☐ Please bill us for six month period, October 1, 1981 to March 31, 1982.

☐ Please bill us for 12 month period, October 1, 1981 to September 30, 1982. ¥ 1,450,000

CONFIDENTIALITY AGREEMENT

The client agrees to hold as confidential all information provided by INPUT through this study. The information provided shall be used only by the employees of and within the current corporate structure of the client and will not be disclosed to any other organization or person including parent, subsidiary or affiliated organizations without written consent of INPUT.

The client agrees to control access to the information provided to prevent unauthorized disclosure in violation of this agreement.

INPUT exercises its best efforts in preparation of the information provided under this agreement and believes the information contained therein to be accurate. However, INPUT shall have no liability for any loss or expense which may result from incompleteness or inaccuracy of the information provided.

Name _____ Title _____

Section _____ Company _____

Particular report subjects we would like are:



file -
marketing file
- Japan
marketing
Contact

FOR IMMEDIATE RELEASE
September 25, 1981

Contact: Randi M. Paul
(415) 493-1600

INPUT ANNOUNCES NEW CONSULTING PROGRAM
FOR JAPANESE CLIENTS
INPUT PRESIDENT DUE IN JAPAN

PALO ALTO, CA., SEPTEMBER 25, 1981 -- Japanese organizations now can receive forecasts and analyses on key developments in Information Systems and Software through a new program from INPUT, especially designed for Japanese clients. Monthly reports will include Japanese-language executive summaries. Report subjects are announced as follows:

1981 PROGRAM

October	"Future of IBM Data Base/ Data Communications Software."
November	"Applications Software For Personal Computers: Latest Developments."
December	"Managing Office-Of-The-Future Developments."

...more



1982 PROGRAM

January	"New Software Languages: A Perspective."
February	"Graphics and CAD Software for Microcomputers."
March	"Optical Storage Systems and Their Application."
April	"Software Maintenance Trends."
May	"User Controlled Software and Systems."
June	"Disaster Recovery Systems."
July	"Office Communication Networks."
August	"New Software Productivity Tools and Aids."
September	"Performance Measurement/Capacity Planning."
September	BONUS REPORT - "Annual Technology Update."

The new subscription program also includes presentations in Japan by Mr. Peter A. Cunningham, INPUT President, or other INPUT senior consultants. Japanese clients will have an opportunity to compare their EDP plans and expenditures with similar U.S. companies. Japanese clients also will have access to INPUT in making U.S. contacts for their overseas trips, and may attend INPUT's U.S. conferences at no charge. An introductory six-month subscription to the new program is available for a limited time at ¥750,000.

Mr. Cunningham will next visit Japan October 8-17 to start the program and for a series of presentations to clients on current trends and long-term strategic planning issues. INPUT is an

....more



international consulting firm providing planning services to the information industry. Further information is available from INPUT Japan, Suite 1106, 7-7-26 Nishi-Shinjuku, Tokyo 160; telephone (03) 371-3082; or telex U.S. headquarters 171407.



Mr. Yukio Yamamoto
Jonan Shikyoku
NIKKAN KOGYO SHIMBUNSHA
Akimoto Bldg.
Kamata 5-46-1
Ohta-ku, Tokyo 144, Japan

Mr. Yasuo Shimazaki
Henshu-honbu, Hanchō
SHUKAN.COMPUTER
Higashi-Gotanda 1-11-15
Dempa Computer World-sha
Tokyo 141, Japan

Mr. Yasuo Inoue
Henshu-kyoku, Dai-ichi-kogyo-ku
NIHON KOGYO SHIMBUNSHA
Ohtemachi 1-7-2
Sankei Bldg.
Chiyoda-ku, Tokyo 100, Japan

Mr. Katsuhiko Tomioka
c/o Keidanren Kisha Club
NIHON KOGYO SHIMBUNSHA
Ohtemachi 1-7-2
Sankei Bldg.
Chiyoda-ku, Tokyo 100, Japan

Mr. Kazuo Shonah
NIHON KOGYO SHIMBUNSHA
Ohtemachi 1-7-2
Sankei Bldg.
Chiyoda-ku, Tokyo 100, Japan

Mr. Ichiro Nagamasu
Henshu-kyoku Dai-ichi-kogyo=bu
NIKKAN KOGYO SHIMBUNSHA
Kudan-kita 1-8-10
Chiyoda-ku, Tokyo 102, Japan

Mr. Keiichi Masuyama
Henshu-kyoku Kokusai-bu, Buchō
NIKKAN KOGYO SHIMBUNSHA
Kudan-kita 1-8-10
Chiyoda-ku, Tokyo 102, Japan

Mr. Jun Hyuga
Henshu-kyoku Sangyo Dai-ichi-bu
NIHON KEIZAI SHIMBUNSHA
Joho Group, Kisha
Chiyoda-ku, Tokyo 100, Japan

Mr. Nobumitsu Sakuraguchi
Henshu-kyoku Sangyo Dai-ni-bu
NIKKAI SANGYO SHIMBUN
Ohtemachi 1-9-5
Chiyoda-ku, Tokyo 100, Japan

Mr. Kenichiro Takeuchi
Gijitsushu Kaishatsu-shitsus
NIHON KEIZAI SHIMBUNSHA
Ohtemachi 1-9-5
Chiyoda-ku, Tokyo 100, Japan



Mr. Ichiro Inouye
Henshu-kyoku Shuzai-bu
JOHO SANGYO SHIMBUNSHA
Shiba Koen 4-2-8
Tokyo Tower 3rd floor
Minato-ku, Tokyo 105, Japan

Mr. Yoshito Shidohara
DENKI KIKAI KOGYO SHIMBUN
Higashi-Gotanda 1-1-15
Shinagawa-ku, Tokyo 141, Japan

Mr. Yoshiharu Omata
Director
JOHO SANGYO SHIMBUNSHA
Shiba Koen 4-2-8
Tokyo Tower 3rd Floor
Minato-ku, Tokyo 105, Japan

Mr. Tomasaburo Iwayama
DEMPA SHIMBUNSHA
Higashi-Gotanda 1-1-15
Shinagawa-ku, Tokyo 141, Japan

Mr. Yoshiaki Naganmua
Henshu-kyoku
DENKI SHINBUN
c/o Shakai Hojin Nihon Denki
Kyokai Shimbun-bu
Yurakucho 1-7-1
Chiyoda-ku, Tokyo 100, Japan

Mr. Hitoshi Fukuma
DEMPA SHIMBUNSHA
Higashi-Gotanda 1-1-15
Shinagawa-ku, Tokyo 141, Japan

Mr. Kazuo Kikimoto
Henshu-kyoku
JOHO KYOIKU SHIMBUN
c/o K.K. Nihon Kyoiku Joho-sha
Kanda Sakumacho 2-11
Chiyoda-ku, Tokyo 101, Japan

Mr. Toshio Kasuya
Shuzai-bu, Buchu
DEMPA SHIMBUNSHA
Higashi-Gotanda 1-1-15
Shinagawa-ku, Tokyo 141, Japan

Mr. Tsukasa Furukawa
Kyokuto Shikyoku
FAIRCHILD TSUSHINSHA
Kanda Ogawa-machi 2-2
Kawate Bldg.
Tokyo 101, Japan

Mr. Kodate
Gai-shim-bu
NIHON KOGYO SHIMBUNSHA
Ohtemachi 1-7-2
Sankei Bldg.
Chiyoda-ku, Tokyo 100, Japan



Mr. Yoshikazu Iizuka
BUTSU-RYU SHIMBUN
Higashi-Azabu 1-5-11
Minato-ku, Tokyo 106, Japan

Mr. Mototoshi Miyako
KAGAKU SHINBUNSHA
Hamamatsu-cho 1-8-1
Eguchi Bldg.
Minato-ku, Tokyo 105, Japan

Mr. Isamu Harada
Keizai Shomu-bu
AMERIKA TAISHI-KAN
Akasaka 1-14-13
Minato-ku, Tokyo 107, Japan

Mr. Shuhei Takarazuka
Microcomputer Shinko Center, Shinko-ka
ZAIDAN HOJIN NIHON JOHO
SHORI KAIHATSU KYOKAI
3-5-8 Shiba Koen
Kikai Shinko Kaikan
Minato-ku, Tokyo 105, Japan

Mr. Tomoo Tamura
Joho Service-bu, Boeki Sodan-ka
NIHON BOEKI SHINKO-KAI
Akasaka Aoi-cho 2
Minato-ku, Tokyo 107, Japan



Press-Magazines

Mr. Kazuo Shimazu
NIKKEI-ELECTRONICS
NIKKEI MC-GRAW-HILL-SHA
Nikkei Bekkan
Uchi-Kanda 2-1-2
Chiyoda-ku, Tokyo 101, Japan

Mr. Kunihiko Katagiri
RAM
Kozaido Shuppan
Ginza 2-12-6
Yamazaki Bldg., 4th floor
Chuo-ku, Tokyo 104, Japan

Mr. Susumu Morino
Jimu-Kanri
NIKKAN KOGYO SHIMBUNSHA
Shuppan-Kyoku
Kudan-kita 1-8-10
Chiyoda-ku, Tokyo 102, Japan

Mr. Yoshihiko Tsubota
GAKUSSHU-COMPUTER, Henshu-shitsu-cho
K.K. Gakushu-Kenkyl-sha
Kamii-Ikeda 4-40-5
Ohta-ku, Tokyo 145, Japan

Mr. Teruo Fukasaku
Denshi Gijitsu, Henshu-cho
NIKKAN KOGYO SHIMBUNSHA
Shuppan-Kyoku
Kudan-kita 1-8-10
Chiyoda-ku, Tokyo 102, Japan

Mr. Teijiro Kubo
COMPUTOPIA
K.K. Computer-Age-sha
Kasumigaseki 3-2-5
Kasumigaseki Bldg. 3rd floor
Chiyoda-ku, Tokyo 100, Japan

Mr. Akio Fukuda
"Interface"
CQ SHUPPAN-SHA
Sugamo 1-14-2
Toshima-ku, Tokyo 170, Japan

Mr. Eiji Kariya
Data-Tsushin
K.K. JOHO-KENKYU-SHUPPAN-KAI
Akasaka 9-1-7
Shuwa Akasaka Residential #442
Minato-ku, Tokyo 107, Japan

Mr. Yoshihisa Masuda
Electronics-Henshu-cho
OHM-SHA
Kanda Nishikicho 3-1
Chiyoda-ku, Tokyo 101, Japan

Mr. Yoshihito Kasai
Business-Communication
KIAKU CENTER
Kanda Ogawa-machi 2-1
Kitmura Bldg.
Chiyoda-ku, Tokyo 101, Japan



Mr. Katsuhiro Matsuda
K.K. ASCII SHUPPAN
Minami-Aoyama 5-6-4
High-Trio 325
Minato-ku, Tokyo 107, Japan

Mr. Hisamoto Nakamura
Ohyo-Kikai-Kogaku
K.K. OHKAWA SHUPPAN
Kanda Awaaji-cho 1-13
Chiyoda-ku, Tokyo 101, Japan

Mr. Toshio Nakamura
K.K. KOGAKU-SHA
Yoyogi 2-5-1, Haneda Bldg.
Shibuya-ku, Tokyo 150, Japan

Mr. Nobuyoshi Suetsugu
Jimu-to-Keiei Management Journal
K.K. NIHON BUSINESS PLAN, NIHON
KEI-EI SHUPPAN-KAI
c/o SHAKAI-HOJIN NIHON KEI-EI KYOKAI
Sendagaya 4-1-13, Seikyo Kaikan
Shibuya-ku, Tokyo 151, Japan

Mr. Kazuo Kobe
Denshi-Kagaku
K.K. SANPO
Higashi-Ueno 4-25-18
Taito-ku, Tokyo 110, Japan

Mr. Toshiharu Yasuoka
Suuri Kagaku
K.K. SUURI KAGAKU-SHA
Kanda Higashi-Matsushita-cho 47
Tosho Bldg.
Chiyoda-ku, Tokyo 101, Japan

Mr. Keigo Aono
MIHON MICON CLUB
Micon Circular
Shiba Koen 3-5-8, Kikai
Shinko Kaikan
c/o Shakai-Hojin Nihon Denshi
Kogyo Shinko Kyokai
Minato-ku, Tokyo 105, Japan

Mr. Masahiro Iumi
Denshi Zaito, Henshu-cho
K.K. KOGYO CHOSAKAI
Hongo 2-14-7
Bukyo-ku, Tokyo 113, Japan

Mr. Koichi Shimizu
Keiso
KOGYO GIJITSU-SHA
Kanda Tsukasa-cho 2-19
Dai-san Kazu Bldg.
Chiyoda-ku, Tokyo 101, Japan

Mr. Shunichi Kitamura
Denshi-Tembo, Henshu-kyoku,
Denshi-bumon-bu
Buchou
K.K. SEIBUNDO-SHINKOSHA
Kanda Nishiki-cho 1-5
Chiyoda-ku, Tokyo 101, Japan



Mr. Tsuneo Ohta
Machine Design
K.K. INTERPRESS
Kanda Ogawa-machi 1-10
Sansei Bldg.
Chiyoda-ku, Tokyo 101, Japan

SHADAN HOJIN NIHON NORITSU KYOKAI
Shuppan Jigyo-bu, Zasshi Henshu-bu,
Management
Shiba Koen 3-1-22, Kyoritsu Bldg.
Minato-ku, Tokyo 105, Japan

Mr. Wakyo Nakamura
K.K. IN-COMM
Ohtowa 1-2-2, Mamosu Bldg. 2nd floor
Bunkyo-ku, Tokyo 112, Japan

Mr. Wataru Takano
Mechatronics, Jido-ka Gijitsu
K.K. GIJITSU CHOSA-KAI
Kanda Jimbo-cho 3-17-3
Chiyoda-ku, Tokyo 101, Japan



Jan. 11 1982

TO: Randi

FM: Hugh

CC: Peter, George Heidenrich, Jim

RE: J-ISP

file

Please see attached Quarterly Scheduling Plans for JI04, JI05, and JI06. You may want to decide or recommend how these will be done.

Firstly, I suggest asking Bill Totten for projection on number of J-ISP clients he expects to garner by spring - also giving him the marketing backup plan for J-ISP we discussed - one tied to sales - and outlined in my memo to Peter of 12/20. You might telex him on this or call him. To some extent at least, the amount of effort to be put into the Jan. and Feb. reports must be proportional to amount of near-term business INPUT can expect to get from the program. (P.S.: Please refer to paragraphs 3 & 5 of my telex to Asako Nashimoto, Bill's assistant, dated Jan. 8 - where I covered this in preliminary fashion.)

Following through on the "advertised" titles for Jan. and Feb. reports will require some additional research time. The Jan. report ("Perspectives on New Software Languages"), if followed through on, has basic value to INPUT. Even if current U.S. ISP clients appear indifferent to the new languages of the future, as George says, INPUT would be exercising some needed long-range leadership on this. (If nobody leads on this, I fear the U.S. will wake up circa 1990 and find the Japanese have leapfrogged us on software.) Anyway you need to decide what to do.

The proposed Feb. report ("Graphics and CAD Software - for Micros") can be discussed later this week with Bud. I have a little starting backup material for Jan. and Feb. reports. If it is decided not to do research to follow through on the "advertised" titles for Jan. and Feb., but to substitute other titles, I believe it urgent to discuss with Bill Totten personally; discuss the parameters and trade-offs with him before a decision is made. He also has a direct stake in the program, and presumably its success. Thanks a lot, Randi.

/hk

INPUT

1

30 1981

FBI - WFO

MEMO

To: All K.K. Ashisuto Users
Fr: Bill Totten
No:
Re: INPUT Corporation's Special New Program for Japanese
DP Users

As you probably know, INPUT corporation is one of the world's most-prestigious and most-respected consultants (TN: chosakikan) in the areas of information and communications systems.

INPUT provides planning information, analysis, and recommendations to both suppliers and users of information and communications systems. INPUT's market research, competitive analyses, and technology forecasts help its clients' managers and executives make better plans and more informed decisions.

INPUT, which was founded in 1974, provides these services to hundreds of the worlds' largest and most technically-advanced organizations.

I have used INPUT's reports and services extensively in recent years and I've found them to be invaluable. Senior INPUT consultants--including its founder and president, Mr. Peter A. Cunningham--have made presentations to K.K. Ashisuto's users on such topics as:

- * Application development and maintenance productivity
- * CAD/CAM
- * Usage of personal computers in large organizations
- * User-controlled systems and software



* The office of the future

Most of K.K. Ashisuto's users have attended these presentations, and most of the attendees have praised the presentations lavishly for their insight and perceptiveness.

Now, at my request, INPUT has developed and announced a special program for making its services and reports available to Japanese users....at a very reasonable price. This program is described below.

I strongly recommend this program to our users, because I believe it will help them plan better for the future while avoiding many of the mistakes and failures of the past.

I realize that water, air, and information are considered to be free commodities in our country (TN: Japan). But I also recall the kotowaza: Tada yori takai mono wa nai. Everyone pays for information. The only question is, how you pay for it. Basically, there are two choices:

1. Buy the information you need, from reliable consultants whose only business is to supply information, or
2. Get free information from people whose business is to sell you something else. These people are willing to provide you information free--to the extent that such information will influence you to buy more of their products.

Unfortunately, too many of our (TN: i.e., Japanese) users have depended too much on the so-called "free" information provided by computer manufacturers' salesmen. This, I believe, has caused very serious product-acquisition mistakes. It also has caused many users merely to react to vendor product announcements instead of developing coherent long-term plans of their own.



Examples of the mistakes caused by this "free" information are:

- * Three fourths of the only 400 3790s that IBM manufactured were sold in Japan. Forewarned users in other countries avoided this disastrous machine.
- * Many Japanese users have had great and costly problems with IBM's 8100 because they believed it was a distributed processing computer. Users in other countries, whose consultants forewarned them, recognized that the 8100 was merely a communications controller while the 4300 was IBM's primary new CPU for distributed processing. Such users have been able to use both the 8100 and the 4300 successfully because they use each for its appropriate purpose.
- * Most Japanese companies use much larger and more expensive computers for comparable on-line processing than American and European companies. The reason is that the Japanese companies are using IMS/DC while their forewarned American and European counterparts are using the much more efficient CICS where appropriate.
- * Many Japanese corporations have had numerous problems implementing in-house time-sharing systems on very large and expensive computers, while similar American and European companies have implemented successful in-house time-sharing systems on much smaller computers. The reason is that these Japanese companies are trying to use IBM's TSO when they should be using IBM's VM/CMS.
- * Many Japanese companies have been mystified by the fact that IBM's newer products provide much better support for COBOL than for PL/I. Their problem is that they were convinced that PL/I was IBM's primary programming language when, in fact, most IBM users throughout the world use COBOL.



These mistakes, which have been extremely costly to many of our users, could have been avoided if those users had bought reliable information instead of relying on the "free" information provided by salesmen.

I believe that the major reason for such mistakes as those suggested above is Japanese users' reliance on the "free" information provided by people who want to sell them hardware and software products. Most of these large and costly mistakes were avoided by users who were wise enough to buy unbiased information. "Tada yori takai mono wa nai!"

However, there is an even more insidious effect of relying on the so-called "free" information provided by the persons and companies that want to sell you something....immediately. That effect results from the fact that such information focuses on what those vendors want to sell you NOW. Such information not only doesn't help you plan for the future but, in fact, it often deflects your focus away from the future. That is, it causes you to focus too much on the present--i.e., presently available products--when you should be planning for the future.

A major benefit of a consultive service like that offered by INPUT is that it helps you plan for the future--i.e., the problems you will be facing, and the technology that will be available to solve those problems, three to ten years from now.

A company that uses such a service to plan its future wisely is prepared when the anticipated problems do arise, and is ready to evaluate, acquire, and implement the appropriate new-technology products and services as they become available. Such users plan their own destinies rather than reacting constantly to vendors' product announcements.



INPUT's PROGRAM

Here is a description of the program that INPUT has designed for Japanese users.

What You Receive As Program Members

You will be able to attend a special conference conducted by INPUT on Information System and Software Developments, held only for members of its program once every six months in ~~Italy~~ ^{Japan}. These conferences will be conducted by Peter A. Cunningham, INPUT President, and other senior INPUT consultants.

You will receive monthly reports from INPUT on major issues in Information Systems and Software including forecasts and analyses of important vendor (especially IBM) actions. These reports will be provided in English, with complete Japanese translations.

Reports now scheduled are:

- | | |
|-------------|---|
| Oct. 1981 | "Future of IBM Data Base/Data Communications Software" |
| Nov. 1981: | "Applications Software for Personal Computers: Latest Developments" |
| Dec. 1981: | "Managing Office-of-the-Future Developments" |
| Jan. 1982: | "New Software Languages: A Perspective" |
| Feb. 1982: | "Graphics and CAD Software for Microcomputers" |
| March 1982: | "Optical Storage Systems and their Application" |



Reports tentatively scheduled for the period from April 1982 to September 1982 are:

April 1982: "Software Maintenance Trends"
May 1982: "User-Controlled Software and Systems"
June 1982: "Disaster Recovery Systems"
July 1982: "Office Communication Networks"
Aug. 1982: "New Software Productivity Tools and Aids"
Sept. 1982: "Performance Measurement/Capacity Planning"
Sept. 1982: BONUS REPORT "Annual Technology Update"

You will receive an annual comparison of your company's DP plans and expenditures with those of similar U.S., European, and Japanese companies. To participate in this part of INPUT's program you must, of course, complete (TN: fill in) INPUT's annual user-survey questionnaire.

You will be able to submit inquiries by letter, telex, or telephone to INPUT's consultants. INPUT will answer all such inquiries as quickly and as thoroughly as its expertise permits. This inquiry service will, among other things, help members to:

- Handy, imp that req: signif. res. effort*
(Tel. interview, etc.)
will be used
nominal
chaps.
- * Verify rumors of impending vendor product announcements and price changes.
 - * Get quick analyses of product introductions and price changes after they have been announced.
 - * Get more tailored answers to issues, problems, or questions confronting members of INPUT's program.
 - * *and Europe*
Make contacts with U.S. users and vendors prior to your trips to the United States.



Finally, members of INPUT's program will be invited to attend any of INPUT's periodic U.S. and Europe conferences without charge.

What You Pay

The regular fee for this service is:

<u>6-month Subscription</u>	<u>12-month Subscription</u>
¥950,000 \$ 4500	¥1,520,000 7,000

However, you can receive a special discount as a Charter Member by joining the program before 1981.12.31. The fees for such Charter Members are:

<u>6-month Subscription</u>	<u>12-month Subscription</u>
¥750,000 3 500	¥1,200,000 5 500

Finally, we have persuaded INPUT to offer an even more special discount to K.K. ASHISUTO or K.K. FOCUS clients who join the program before 1981.12.31. The fees for such members are:

<u>6-month Subscription</u>	<u>12-month Subscription</u>
¥600,000 2 750	¥960,000 4 500

Alternatively, you can purchase individual reports at ¥315,000 per report. ~~Purchasers of individual reports, of course, receive only the reports that they purchase.~~ They do not receive any of the other services provided to members of INPUT's program.



How to Join

To join this program, all you need to do is fill in the attached order form and mail it to one of the following addresses:

INPUT
2471 East Bayshore Road
Suite 600
Palo Alto, CA 94303
U.S.A.
(415)493-1600
(Telex: 171407 INPUTPLA)

INPUT Japan
7-7-26 Nishi Shinjuku
Suite 1106
Tokyo, Japan 160
03-371-3082

K.K. ASHISUTO
2-37-6 Nishi Shimbashi
Minato-ku, Tokyo 105
(03)347-0654

Now and in the future you face even more complex situation involving, for example, new software systems, personal computers, office systems, communications and new management methods. You will be able to make better decisions in these and other areas by using INPUT's services.

Finally, I want to emphasize that I am recommending this INPUT program to you for one, and only one, reason--because I think it will help you. Neither me nor any of my companies will share in any of INPUT's revenues from this program.

Sincerely,

Bill Totten



CONSULTING PROGRAM IN INFORMATION
SYSTEMS AND SOFTWARE

Please enroll our company in the Consulting Program in Information Systems and Software. I have read and agree to the scope and conditions of the proposal. Please send reports and letters to:

Name

Title

Address

Telephone Number

Telex Number

☐ Please bill us for six month period beginning _____.

☐ Please bill us for 12 month period beginning _____.

CONFIDENTIALITY AGREEMENT

The client agrees to hold as confidential all information provided by INPUT through this study. The information provided shall be used only by the employees of and within the current corporate structure of the client and will not be disclosed to any other organization or person including parent, subsidiary or affiliated organizations without written consent of INPUT.

The client agrees to control access to the information provided to prevent unauthorized disclosure in violation of this agreement.

INPUT exercises its best efforts in preparation of the information provided under this agreement and believes the information contained therein to be accurate. However, INPUT shall have no liability for any loss or expense which may result from incompleteness or inaccuracy of the information provided.

Name

Title

Section

Company

Particular report subjects we would like are:

